

Abstract of the Invention

A method is disclosed for supplying information from a network, such as the Internet, through, for example, a computing device to consumers on request. An optically readable indicia on an object is optically scanned to create an electronic representation of the indicia. The indicia can be visible or invisible, including invisible ink barcoding and digital watermarking. The electronic representation is used by a computing device to communicate with a central server. The central server selects a network address from a plurality of addresses that are or may come to be associated with the indicia. Selection is made in response to selected criteria so that the indicia is associated with different addresses based upon differences in the selected criteria. The central server contacts a server at the selected network address and obtains information from the server associated with the address. The central server communicates the information received from the server back to the computing device for display or other use at the computing device.